#### DEPARTMENT OF TRANSPORTATION

OFFICE OF THE DISTRICT DIRECTOR 1657 Riverside Drive P. O. BOX 496073 Redding, CA 96001-6073 PHONE (530) 225-3477 FAX (530) 225-2459 TTY (530) 225-2019



April 30, 2003

Ms. Carol McKay, City Administrator City of Dorris PO Box 768 Dorris, CA 96023

Dear Ms. McKay:

The California Department of Transportation has developed a proposal to address the concerns that have been expressed by the members of the Dorris City Council regarding the impacts of the proposed Highway 97 realignment project. I am asking that discussion and consideration of the proposal be placed on the agenda of the May 5, 2003 City Council Meeting. It is my sincere hope that this proposal can be a starting point for the City of Dorris and the Department of Transportation to find solutions that address the city's concerns and allows the project to move forward. I am also requesting that the council members receive copies of this in advance of the meeting. The Project Manager, Carl Anderson, will be calling each council member before the council meeting to discuss the proposal and specifically answer any questions they may have or address any additional concerns.

If city staff or council members would like to contact me, I can be reached at (530) 225-3270 or if they would like to talk with Carl Anderson, they can reach him at (530) 225-2154. Please call Carl Anderson if there are any concerns regarding the placement of this proposal on the City Council's May 5 agenda.

BRIAN F. CRANE

District Director

Ms. Carol McKay April 30, 2003 Page 2

c: Carl Anderson Shirley Choate Don Anderson Rachel Falsetti Joan Smith Pat Weston

# Highway 97 Realignment at Dorris

Community Planning and Roadway Relinquishment Proposal April 30, 2003

This proposal endeavors to address the concerns expressed by the Dorris City Council regarding the construction of a new highway alignment that bypasses the City of Dorris and subsequent relinquishment of the superceded roadway. The City of Dorris has passed a resolution of non-support for the project. The two issues addressed in the proposal are the relinquishment of the roadway and community planning efforts to proactively manage the changes within the community that will result from the shift in traffic from the downtown area to the new highway alignment. We recognize that this proposal does not completely resolve key issues such as roadway relinquishment but we have tried to research and initiate action on as many issues as possible within the amount of time available.

It is our sincere hope that this proposal with roadway relinquishment options, project enhancements, and additional community-planning efforts (outlined below) engenders support of the City of Dorris and the Siskiyou County Local Transportation Commission.

# Roadway Relinquishment and Future Maintenance

Several alternatives were evaluated to address the City's concerns about increasing the maintained roadway inventory under its responsibility.

# Caltrans keeps the local road in its highway inventory.

Caltrans, in the course of highway construction and in the very distant past (1960's), did retain ownership of some highways that continue to serve only local traffic. More recently, in the past several decades, the Department has been trying to relinquish those state highways that do not serve interregional transportation needs. Additionally, the state statutes do not allow the Department of Transportation to operate parallel routes that serve the same origin and destination. With the passage of SB45 it has been the intention of the legislature to give local governments more control and responsibility of both local and state highway transportation infrastructure. The Department of Transportation will not be able to accept new ownership of local roadways.

# The City of Dorris takes ownership of the local road.

The city of Dorris has expressed that it will not support the project if it is to take ownership and maintenance responsibility of the roadway after relinquishment (regardless of the roadway condition). We recognize the difficulty the city faces in maintaining its current inventory of roadway. Caltrans is willing to provide that the roadway within the city limits is either placed in a state of good repair before relinquishment or provide the City of Dorris with equivalent monetary compensation for the City to perform roadway repairs at the City's discretion. We have estimated that the roadway within the city limits (approx. 4,660 feet), can be placed in a state of good repair, as a stand-alone project, at a cost of \$900,000. This estimate is based on removal and replacement of 75mm (3 in.) of asphalt concrete with minor shoulder

cross slope corrections. This work can be accomplished through the highway construction contract prior to relinquishment or a lump sum contribution of \$900,000 can be provided to the City to use for repairs and maintenance at its discretion. A similar offer is also being pursued with Siskiyou County for the entire length of relinquished roadway within both city limits and the county. Other variations on these alternatives include using the funds provided to complete all, or partial, roadway maintenance under contract with Siskiyou County or Caltrans. As an example, the City of Dorris could contract with Caltrans or Siskiyou County to perform only snow removal.

It may be possible for Siskiyou County and the City of Dorris to address roadway maintenance during negotiation of tax exchange agreements that are part of any annexation applications.

# Siskiyou County takes ownership of the local road.

We have estimated that the entire roadway to be relinquished (approx. 7,940 feet lying within both county and city limits) can be placed in a state of good repair, as a standalone project, at a cost of \$1,200,000. This estimate is based on removal and replacement of 75mm (3 in.) of asphalt concrete. This work can be accomplished through the highway construction contract prior to relinquishment or a lump sum contribution of \$1,200,000 can be provided to the County to use for repairs and maintenance at its discretion. Caltrans has met with the Siskiyou County Public Works Director, Brian McDermot, to discuss this proposal and is scheduling this proposal as a discussion item at the earliest available County Board of Supervisors meeting.

# Community Planning, and Economic Studies.

Caltrans has identified and earmarked \$250,000 in Caltrans Interregional Studies (CIS) funds for completion of community planning studies to assist Dorris with proactive planning of the changes that will result from the project construction. In addition to the CIS funds there are many other potential funding sources for community planning (see the attached matrix). The CIS funds can be used to hire consultants that can research, prepare, and administer other grant funding sources. The CIS funds must be encumbered through a state contract within the next fiscal year (ending June 30, 2004) and must be expended within the next two years (June 30, 2006). Caltrans has two existing contracts that can be utilized to perform these studies.

The City of Dorris, with Caltrans assistance, is encouraged develop the scope of community planning studies it would like to pursue but the following are some suggestions:

### Annexation of the Interchange Area

Existing businesses and new businesses are likely to develop around the first street interchange area. Because there are few services within the vicinity of Dorris it make it increasingly probable that services will develop at the interchange. In anticipation of this change in land use the city may consider annexing the area. Using CIS funds the city can retain consultants as needed to complete the annexation process, including the "Tax Exchange Agreement" negotiated between the city and county administrators,

environmental studies, municipal service reviews, General Plan amendments, and other studies.

# **Community Planning Initiatives and Studies**

Caltrans will assist the City in Administering the Contracts utilizing the \$250,00 in CIS money. The studies can cover many aspects of community development but should maintain a tie to community changes resulting from the new highway construction. A short list of potential study areas is listed below.

DEVELOPING A COMMUNITY VISION AND COMMUNITY.

Consultant facilitated workshops to identify what the city envisions for its future. The goal of these types of studies is to try to answer the questions like "What should the city look like?" and "What are the City's goals?"

MAIN STREET CONCEPTUAL DESIGN AND COMMUNITY ACTION PLAN

Aesthetic and functional enhancements to city facilities and business area can be evaluated, planned and prioritized.

COMMUNITY ECONOMIC DEVELOPMENT

Community Economic Development studies can examine and recommend ways to enhance the community's economy and business activities. These studies can anticipate and proactively plan for change resulting from the new highway construction.

COMMUNITY ECONOMIC ASSESSMENT

These studies could include:

Evaluation of the Dorris Retail Base Evaluation of the City Financial Conditions Analysis of City Tax Revenue

**COMMUNITY HOUSING STUDIES** 

#### **CASE STUDIES**

The Cloverdale Bypass is probably the most recent and most similar project for which we can find good information. A "Sketch Level" analysis, prepared by our headquarters Office of Transportation Planning, as well as the Cloverdale Boulevard Redesign Project summary are attached as an example of how another community has changed as a result of a similar project. CIS funds could be used to canvass other communities that have experienced bypass projects to provide a model of how the City can best prepare for change.

# **Grant writing**

Subsequent to completion of studies it is possible to qualify for grants that are offered to local agencies. A matrix of some of the grants that are available is provided as an attachment. CIS funds can be used to have consultants research and prepare grant applications.

# Other Project Features and Enhancements

## **US 97 Business Route**

A Business Route generally is a local street or road in a city or urban area, designated by the same route number as the through Interstate, U.S., or State highway to which it is connected, with the words "Business Route" attached to the identifying route shields. The Business Route designation provides guidance for the traveling public to leave the main highway at one end of a city or urban area, patronize local businesses, and continue on to rejoin the main route at the opposite end of the city or urban area. In general, the responsibility for signing business routes belongs to the local jurisdiction. Caltrans can provide business route signing as part of the project. The business route signs will then be relinquished with the rest of the roadway.

Caltrans will provide proper identification of the Business Route on Highway 97 should the City decide to designate the old alignment as Business Route 97.

# **Gateway Signing**

In addition to other standard signing Caltrans, at the city's request, will incorporate enhancements into the project such as community gateway signing. This signing is uniquely identified with a community and provides a visual cue to travelers that they have "arrived" at a destination. A nice example is the recently installed "Welcome to Redding" gateway monument signs festooned with architectural treatments and landscaping.

# Other Roadway Signing

Standard roadway signing will be incorporated into the project to identify that travelers can exit to access the city and available services. Standard service symbols will be placed at exit signs as appropriate. In addition to the standard service symbols Caltrans offers a freeway "Business Logo Signing Program". There are annual costs for the permitting and rental of the sign as well as initial cost for installing the sign.

Because the intersection of Richardson / Butte Street and Highway 97 will not have an interchange it will be possible to utilize the Tourist Oriented Directional Signing program signing. This signing identifies businesses such as wineries, bed and breakfasts, gift shops, etc. that are not adjacent to and visible from the highway and meet other conditions.

A brief explanation of these programs and the associated costs are provided in the attached brochures but the basic idea is that individual businesses pay a yearly fee for the signing.

# Future Use of the Agricultural Inspection Station

The City has requested that Caltrans assist the City in obtaining the use of the agricultural inspection station after it is no longer in use by the Department of Food and Agriculture. The process of excess property disposal requires that other State agencies be given first opportunity to acquire the property. Caltrans can justify keeping this facility in its inventory for roadway maintenance needs, contractor staging area, or

Resident Engineer Office Facilities and will try to negotiate a "no cost" transfer from Department of Food and Agriculture or utilize project funding to acquire the property. Upon completion of the project construction (or possibly sooner) Caltrans can enter into an agreement with the City of Dorris to provide shared use of this facility.

# **Project Benefits**

#### **SAFETY**

The current highway configuration through Dorris has three sharp 90-degree turns. The new highway alignment will have an alignment that is consistent with the rest of U.S. Route 97 with reduced potential for traffic conflicts, truck tip-over incidents, and pedestrian / bicycle vs. car accidents.

#### LIVABLE COMMUNITY

A common experience for Cities that experience highway bypasses are the revitalization or the community and business centers. Often the downtown areas are reconfigured to reduce through lanes and provide a more on street parking and more attractive streetscape amenities. The improvements tend to have positive impacts on tourism and community life. Air quality improvements, noise reduction, pedestrian safety, and improved parking are a few of the expected benefits of the project.

# ECONOMIC BENEFITS DERIVED FROM HIGHWAY AND AGRICULTURE INSPECTION STATION ACTIVITIES

It is expected that there will be \$24,000,000 in construction contract spending between the two projects listed above. Of these expenditures it is certain that the local economy will derive income from contractors and employees that will be buying materials and services. It is difficult to estimate but our Transportation Planning economist has estimated that the return to the economy over the period of project construction can be expected to be around \$1,200,000. This is subject to the availability of materials and services that can be provided locally.

#### IMPROVED INTERREGIONAL TRUCK ROUTE

The new highway construction will strengthen US 97 as an interregional truck route and make the route more attractive to commercial trucking vehicles. Increased truck traffic will increase the need and demand for services that can be offered by the city.

#### LONG TERM ECONOMIC BENEFITS

Assuming that the city annexes the area around the interchange, sales tax and property tax revenues will be a benefit to the city.

# POTENTIAL FUNDING SOURCES FOR COMMUNITY PLANNING

						UNDING S	OURCES FOR COMM	UNITY PLANNING				
Agency	Program	Due Date	Grant Type	Total Funding	Max. Award	Cycles	Purpose	Activities	Eligibility	Match	Other Sig Info	Contact Info
	GRAN	T AND	LOAN PR	ROGRAMS	S TO CIT	IES AN	D COUNTIES	FOR PROJE	CTS AND BU	JSINES	S LOANS	
			Get Grants				GO SERV provides approximately \$30 million annually in local assistance grants to support the service of AmeriCorps members throughout the state.					http://www.goser v.ca.gov/grants/g rants.asp
UNC School of Public Health	Active Living by Design Grants	January 31, 2003	Competitive	Up to \$200,000 each to 25 community partnerships across the country.	\$200,000		To promote changes in local community design, transportation and architecture that increase opportunities for and remove barriers to physical activity.	Call for proposals aimed at helping Americans become more physically active Active Living by Design.	Either a public entity; or an Indian tribal government or subdivision as defined in Section 7701(a)(40) or 7871(d) of the Internal Revenue Code; or nonprofit organizations that are tax-exempt and not classified as a private foundation under Section 509(a).	N/A	N/A	919-843-2523 http://www.omhrc .gov/omh/whatsn ew/2pgwhatsnew /funding368.htm
Eastman Kodak Company, The Conservation Fund, and the National Geographic Society	Kodak American Greenways Award	June 1, 2003	Competitive	N/A	\$2,500 max (most grants range from \$500 to \$1,000	Annual	Stimulate the planning and design of greenways in communities throughout America	Develop greenway projects, assist grassroots greenway organizations. leverage funds for greenway development, recognize and encourage greenways.	Local, regional, or statewide nonprofit organizations. Community organizations will receive preference.	N/A	Since 1985, the Fund has helped safeguard more than 2 million acres of open space	American Greenways Program Coordinator 703-525-6300 http://www.conse rvationfund.org/? article=2372
of Housing and Community Development	CDBG: Economic Enterprise Fund	Sept 9, 2003	Competitive	\$8,920,246	\$500,000	Annual	provide assistance to businesses for the purpose of job creation for low- income persons	loans to businesses that can be used to make infrastructure improvements; relating to job creation	cities, counties, and cities and counties		level of match is scoring criteria, no additional points for match of more than 2:1	Larry Davis 916 263-0468 www.hcd.ca.gov
CA Department of Housing and Community Development	CDBG: Over- the-Counter	Continuous	Threshold	\$4,803,246	\$500,000	Annual	provide assistance to businesses for the purpose of job creation for low- income persons	loans to businesses that can be used to make infrastructure improvements; relating to job creation	cities, counties, and cities and counties	max. 2:1 for scoring	level of match is scoring criteria, no additional points for match of more than 2:1	Larry Davis 916 263-0468 www.hcd.ca.gov

					POTENTIAL F	UNDING SO	OURCES FOR COMM	UNITY PLANNING				
Agency	Program	Due Date	Grant Type	Total Funding		Cycles	Purpose	Activities	Eligibility	Match	Other Sig Info	Contact Info
Community Development	CDBG: Planning and Technical Assistance Grant (ED Program)	June 30, 2003 & October 31, 2003	Threshold	\$1,524,840	\$35,000	Annual	provide assistance to businesses for the purpose of job creation for low- income persons	planning for CDBG eligible activities related to job creation/retention	cities, counties, and cities and counties	TBD	match requirement determined by CDBG	Larry Davis 916 263-0468 www.hcd.ca.gov
CA Department of Housing and Community Development	CDBG: General Program	February 14, 2003	Competitive	\$27,418,190	\$500,000	Annual	provide assistance for community development focusing on public health and safety	community facilities, parks, police/fire stations, etc.	cities, counties, and cities and counties	TBD	match used as scoring criteria	Allen Jones 916 327-3755 www.hcd.ca.gov
CA Department of Housing and Community Development	Central Valley Infrastructure Grant Program	December 14, 2001	Competitive	\$12,000,000	\$400,000	One-time	funds for business development, retention, and expansion in Central Valley communities	projects in support of business development, retention, and expansion	communities within Fresno, Dings, Kern, Tulare, Madera, Merced, Stanislaus, and San Joaquin counties	N/A	while no match is required, points are awarded for the amount of match that is provided	Larry Davis 916 263-0468 www.hcd.ca.gov
CA Department of Housing and Community Development	CDBG: Planning and Technical Assistance Grant (General Program)	June 30, 2003 & October 31, 2003	Threshold	\$3,046,465	\$35,000	Annual	provide assistance for community devel- opment projects focusing on public health and safety	community facilities, parks, police/fire stations, etc.	cities, counties, and cities and counties	TBD	match requirement determined by CDBG	Allen Jones 916 327-3755 www.hcd.ca.gov
CA Department of Housing and Community Development	Jobs-Housing Balance Incentive Grant	Feb 2002 or March 2002	Threshold	\$60,000,000	Formula	1	promote balance between jobs and housing through incentives to jurisdictions	community improve- ments, including traffic improvements, community centers, police/fire stations, etc.	cities and counties	N/A	applicants need HCD approved housing element as of 12/21/2001; signifi- cant increase in housing permits during calendar 2001	Linda Nichols 916 323-3175 www.hcd.ca.gov
CalTrans	Community Based Transportation Planning Grants	TBD	Competitive	\$3,000,000	\$300,000	Annual	support livable community concepts	planning projects that support livable community concepts	MPO's, RTPA's, Native American Tribal Gov'ts, public entities, and community based organizations	20% minimum; can be all in-kind	there are five other planning grant components	Debbie Bell 916 651-6014 http://www.dot.ca .gov/hg/tpp/office s/ocp/cbtpg.htm
CalTrans	FTA 5313(b) Transit Planning Grants	TBD	Competitive	\$1,850,000	\$50,000 to \$300,000 (depending on application type)	Annual	Three types of grants: Statewide Transit Planning Studies; Transit Technical Planning Assistance; and, Transit Professional Development	Fund studies on transit for urban areas; fund studies on transit for rural areas; and, fund training for transit planning.	RTPA's/MPO's; local agencies may apply through RTPA's/MPO's	11.47% minimum non- federal	N/A	Garth Hopkins 916 654-8175 http://www.dot.ca .gov/hq/tpp/Test/ offices/orip/grants .htm

					DOTENTIAL F			INITY DI ANNUNIO				
		Due	Grant	Total Funding		UNDING S	OURCES FOR COMMI	JNITY PLANNING			Other	Contact
Agency	Program	Date	Type			Cycles	Purpose	Activities	Eligibility	Match	Sig Info	Info
CalTrans	Non-Urbanized Area Formula (FTA Section 5311 and 5311(f).	December (formula); June (5311(f).	Formula, but intercity bus program 5311(f) is competitive	\$10,268,763	Threshold	Annual	Funds public transit projects in non- urbanized areas with populations less than 50,000.	assistance. Includes acquisition of transit vehicles, bus shelters	Public transit providers, Native American tribal governments, and private intercity bus providers for 5311(f).	50% for operating, 20% for capital, 10% for bicycle facility project. 17% for ADA vehicles, and 11.47% for flexible funds.	17% for vehicles with ADA accessible equipment.	Lakeda Johnson 916-657-4373 http://www.dot.ca .gov/hq/MassTra ns/ofta.htm
CalTrans	Non-Urbanized Area Formula (FTA Section 5307)	applicants discretion	Formula	\$45,210,680	Threshold	Annual	Funds public transit projects in small urbanized areas with populations of 50,000 to 200,000. This is a the part of 5307 that Caltrans is responsible.	Operating and capital assistance. Acquisition of transit vehicles and equipments. Also construction and renovation of transit facilities.	Public transit operators	50% for operating, 20% for capital.	A recipient must be under an MPO. Caltrans is the designated grantee.	Lakeda Johnson 916 657-4373 http://www.dot.ca .gov/hq/MassTra ns/ofta.htm
CalTrans	Specialized Transit & Procurement	March 5, 2004	Competitive	\$10,000,000 approx	\$500,000	Annual	Capital projects for private non-profits or qualifying public agencies to provide transportation services for the elderly and disabled.	Buses and related computer or communications equipment needed to transport elderly and disabled people. Program staff provides complete vehicle procurement services.	Private non-profits and qualifying public agencies.	20% local		Chris Herre 916 654-6990 http://www.dot.ca .gov/hq/MassTra ns/ost.htm

					POTENTIAL F	UNDING SO	OURCES FOR COMMI	JNITY PLANNING				
Agency	Program	Due Date	Grant Type	Total Funding	Max. Award	Cycles	Purpose	Activities	Eligibility	Match	Other Sig Info	Contact Info
CalTrans	Job Access and Reverse Commute	Projected Early 2004	Competitive	\$20,000,000 (Estimated FFY 2004)	TBD	Annual	To provide transit services for access to jobs, training, etc, for low-income populations in urban, suburban and rural areas,	bus routes; add new bus fixed routes, late night and weekend	CBOs, private sector operators and public providers of transportation services	50% operating projects and 80% capital projects	Federal non-DOT funds e.g., USDOL, CalWORKS, WIA and CDBG may be used as a source for matching dollars. Projects selected must be dervived from a locally developed, coordinated public transit-human services transportation plan.	Horacio Paras 916 654-9979 www.dot.ca.gov/h q/MassTrans/
CalTrans	Environmental Justice	TBD	Competitive	\$3,000,000	\$300,000	Annual	Fund series of one- time demonstration projects for environmental justice in planning to highlight the most effective processes and policies.	integrating environ- mental justice into planning decision making; public out- reach; community organization database development; identi- fication of minority/low income community needs; impact anal- yses; energy effi- ciency in trans- portation; adopting new technology for improving mobility and access			there are five other planning grant components	Norman Dong 916 651-8889 http://www.dot.ca .gov/hq/tpp/office s/opar/opar.htm
CalTrans	Partnership Planning	TBD	Competitive	\$847,700	\$300,000	Annual	Fund regional trans- portation planning studies having statewide or multi- regional significance; projects performed jointly with CalTrans.	regional transportation planning studies with statewide or multi- regional perspective and benefit	RTPA's/MPO's; local agencies may apply through RTPA's/MPO's	non- federal	N/A	Garth Hopkins 916 654-8175 http://www.dot.ca .gov/hq/tpp/Test/ offices/orip/grants .htm
CalTrans	Bicycle Transportation Account	12/1/03 To Districts	Competitive	\$7.2 Million	\$1.8 Million	Annual	Funds projects that improve safety and convenience for bicycle commuters.	Project development, r/w acquisition, project planning, construction.	Cities, counties that have adopted a Bicycle Transportation Plan. Cities/Counties may sponsor others.	10% minimum non-BTA	Recommend contacting department bicycle program staff for assistance with bike plan preparation	David Priebe 916 653-0036 Ken McGuire 916 653-2750 http://www.dot.ca .gov/hq/LocalPro grams/

					POTENTIAL F	UNDING S	OURCES FOR COMM	UNITY PLANNING				
Agency	Program	Due Date	Grant Type	Total Funding	Max. Award	Cycles	Purpose	Activities	Eligibility	Match	Other Sig Info	Contact Info
CalTrans	Safe Routes to School	End of May	Competitive	\$22,000,000	\$450,000	Annual	Improve and enhance the safety of pedestrian and bicycle facilities and related infrastructure.	Primarily construction; Incidental costs (up to 10%) allowed for 'education, enforcement and encouragement (3E) activities.	Cities and counties	minimum; local funds	This is a demonstration program. It expires on Jan. 1, 2005 unless Legislature extends it thru new legislation.	Randy Ronning 916 653-4727 http://www.dot.ca .gov/hq/LocalPro grams/
CA Department of Parks and Recreation	Per Capita Grants	Executed Contract by 6/30/2003	Formula	\$388,000,000	TBD	1	meet urgent need for safe/accessible park/recreation facilities; provide positive alternatives to social problems	rehab facility, develop facility; can help create center of activity to attract people to downtown	cities, counties, and park districts	N/A	submission of resolution secures funds; project applications procure funds	John Hart 916 651-8575 http://www.parks. ca/gov
CA Department of Parks and Recreation	RZH Nonurbanized Needs Basis Grant	TBD	Competitive	\$28,339,000	\$500,000	1	meet urgent need for safe/accessible park/recreation facilities; provide positive alternatives to social problems	Acquire land for parks, acquire historic sites/structures, rehab parks and historic sites/structures		30% minimum local match	local match must be from nonstate source; minimum of 10% of match must come from nonlocal source	Michael Seaman 916 651-8577 http://www.parks. ca/gov
CA Department of Parks and Recreation	Per Capita Grants	Executed Contract by 6/30/2003	Formula	\$388,000,000	TBD	1	meet urgent need for safe/accessible park/ recreation facilities; provide positive alternatives to social problems	rehab facility, develop facility; can help create center of activity to attract people to downtown	cities, counties, and park districts	N/A	submission of resolution secures funds; project applications procure funds	John Hart 916 651-8575 http://www.parks. ca/gov
CA Department of Parks and Recreation	California Heritage Fund Grant Program	TBD	Competitive	\$8,506,000	\$1,000,000	2	provide funds for acquisition, develop- ment, rehab, restor- ation, interpretation, and preservation of historical and archeological sites	acquisition, develop- ment, rehab, restor- ation, interpretation, and preservation of historical and archeological sites	cities, counties, nonprofits, districts, local parks agencies, Indian tribes	50% of total project cost	\$4,000,000 will be awarded in first cycle w/remainder in sec- ond cycle; guidelines are currently in draft form; sites need to be listed on National Register	Paula Jow 916 651-6956 ohp.parks.ca. gov
Economic Development Administration (EDA)	Public Works Program	Continuous	Competitive	N/A (EDA approves projects in anticipation of future funding availability)	N/A	Annual	revitalize, expand, and upgrade physical infrastructure in economically distressed communities to attract new Industry, expand businesses, diversify economies, and create/retain longterm jobs	water/sewer facilities, industrial access roads, rail spurs, port improvements, skill-training facilities, technology-related infrastructure, and demolition, renovation, and construction of publicly-owned facilities	cities, counties, Indian tribes, public and private non-profits, economic development districts, universities, other higher education organizations	50%	N/A	Dianne Church 408 535-5550 http://www.doc.g ov/eda

	POTENTIAL FUNDING SOURCES FOR COMMUNITY PLANNING											
Agency	Program	Due Date	Grant Type	Total Funding		Cycles	Purpose	Activities	Eligibility	Match	Other Sig Info	Contact Info
Economic Development Administration (EDA)	Local Technical Assistance Program	Continuous	Competitive	N/A (EDA approves projects in anticipation of future funding availability)	N/A	Annual	fill knowledge and information gaps that may prevent leaders in distressed areas make optimal economic development decisions	feasibility studies on potential economic development projects	cities, counties, Indian tribes, pub- lic and private non- profits, economic development districts, univer- sities, other higher education organizations	50%	N/A	Dianne Church 408 535-5550 http://www.doc.g ov/eda
USDA Rural Development	Community Facilities Loan/Grant Program	Continuous	Loan	N/A	N/A	Annual	provide funds to develop essential facilities to provide community services	construct, enlarge, or improve facilities for essential community services: health care, public safety, commu- nity/public services, etc.	cities and counties	Varies	applicants have a population of 20,000 or less to be eligible; priority will be given to smallest populations	530 792-5800 www.rurdev. usda.gov
US Environ- mental Protection Agency (EPA)	Brownfields Cleanup Revolving Loan Fund	TBD	Competitive	\$7,000,000 for CA	\$1,000,000	Annual	test RLF models to facilitate Brownfield cleanup	establish RLF to promote cleanup of brown fields	states and political subdivisions, including tribal governments	N/A	EPA expects to fund 25 applications	Jim Hanson 415 744-2237 www.epa.gov/sw erosps/bf/flrlst.ht m
CA Environmental Protection Agency	CLEAN Program	Continuous	Loan	\$52,000,000	up to \$2,500,000	Annual	provide low interest loans for investiga- tion of site contami- nation and cleanup/ removal of hazard- ous materials from brownfields	assessments of urban brownfields; cleanup of urban brownfields	developers, businesses, schools, and local governments	N/A	loans for investigation up to \$100,000; loans for cleanup up to \$2,500,000; apps reviewed as often as submitted	916 324-0706 www.dtsc.ca. gov
Trade, and Commerce	Infrastructure State Revolving Fund (ISRF) Program	Continuous	Loan	\$100,000,000 currently	up to \$20,000,000	Annual	provide low cost financing to public agencies for infrastructure projects	infrastructure projects including: streets, sewage treatment, public transit, etc	state and local government subdivisions	N/A	loans made monthly	Roma Cristia- Plant 916 324-8942 See under Financial Assistance at www.commerce.c a.gov

	POTENTIAL FUNDING SOURCES FOR COMMUNITY PLANNING											
Agency	Program	Due Date	Grant Type	Total Funding		Cycles	Purpose	Activities	Eligibility	Match	Other Sig Info	Contact Info
California Pollution Control Finance Authority		Continuous	Loan	Annual cap by CIDFAC		Annual	provide low-cost loans to businesses for major pollution control equipment.	provide low-cost loans to businesses for major pollution control equipment.	Businesses, utilities	Varies	State seller debt as tax-exempt bonds, thus enabling lower interest rates for borrower.	
Small Business Administration	7a Loan Guaranty	Continuous	Loan	N/A	\$2,000,000	Annual	loans to small businesses for general business purposes	general business purposes including: business ops, construction, renovation, etc.	small businesses (independently owned; not dominant in field of operation)	75%-80% guarantee depending on size of loan	loans usually for no more than \$1,000,000	www.sba.gov/fina ncing/fr7aloan.ht ml
Small Business Administration	CDC 504 Loan Program	Continuous	Loan	N/A	\$1,300,000	Annual	long-term, fixed-rate financing for major fixed asset projects to growing businesses	fixed asset projects: purchasing land, improvements, utilities, parking lots, etc.	small for profit businesses (less than \$6,000,000 net worth; less than \$2,000,000 ave net income for preceding two years)	10% equity from business assisted	\$1,000,000 max. loan for job creation or community development goal; \$1,300,000 for public policy goal	www.sba.gov/fina ncing/frcdc504.ht ml
Small Business Administration	Micro loan Program	Continuous	Loan	N/A	\$35,000	Annual	make loans to businesses through qualified intermediary	loans to businesses	qualified non-profit community organi- zation to make loans to qualified businesses	based upon intermedia ry	average loan size: \$10,500	www.sba.gov/fina ncing/frmicro. html
Small Business Administration	Pilot Loan Program	Continuous	Loan	N/A	\$250,000	Annual	assist small busi- nesses in assem- bling loan app package; expedite process once package is submitted	working capital, fixed assets, construction, land acquisition, renovation	small businesses	collateral requireme nt attached to loans	loan	www.sba.gov/fina ncing/frprequal.ht ml
Small Business Administration	Pollution Control Loan Program	Continuous	Loan	N/A	\$1,000,000	Annual	Loans to small businesses	planning, design, installation of facility to prevent, reduce, abate, or control any form of pollution	small businesses	collateral require- ment attached to loans	75%-80% guarantee depending on size of loan	www.sba.gov/fina ncing/frpollute.ht ml
IRS	Historic Preservation Tax Credits	Filed w/annual tax return	Tax Credit	N/A	20% for certified his- toric struc- tures; 10% for structures built prior to 1936	Annual	Incentivize renovation and productive reuse of historic structures	Private business assistance; affordable housing	owners of certified historic structures and structures built prior to 1936	N/A	N/A	916 653-6624 www.ohp.parks.c a.gov

						UNDING S	OURCES FOR COMM	UNITY PLANNING				
Agency	Program	Due Date	Grant Type	Total Funding	Max. Award	Cycles	Purpose	Activities	Eligibility	Match	Other Sig Info	Contact Info
National Tree Trust	Community Tree Planting Program	TBD	Threshold	N/A	1000 seedlings	Annual	provide seedlings to be planted in urban areas	plant seedlings in urban areas	organizations	in-kind labor	all applicants must utilize volunteers in planting container- izing seedlings; seed- lings still available for past cycle	800 846-8733 www. nationaltreetrust org
					OTHER	LOCA	L FUNDING (	OPTIONS				
County Resource Management Agency	Redevelopment Funds	N/A	N/A	Based on Borrower ability to repay	N/A	N/A	Broad discretion for community revitalization	traffic safety; street- scape/beautification/a rt; community faci- lities; public infrastructure/ facilities; private business assistance	local residents	N/A	N/A	N/A N/A N/A
County Board of Supervisors	County General Funds	N/A	N/A	N/A	N/A	N/A	Broad discretion for community revitalization	traffic safety; street- scape/beautification/ art; community facil- ities; public infra- structure/facilities; private business assistance	N/A	N/A	N/A	N/A N/A N/A
TCRA's, Assessment Districts, certain non-profits	Bonding	N/A	N/A	Based on Borrowing agency's ability to repay	N/A	N/A	broad community revitalization	traffic safety; street- scape/beautification/ art; community facil- ities; public infra- structure/facilities; private business assistance	Depends on organization	N/A	N/A	N/A N/A N/A
Cities, counties, a variety of non- profit organizations	Utilize Local Art Community	N/A	N/A	N/A	N/A	N/A	obtain low cost art services by providing local artists with opportunity for exposure	traffic safety; streetscape/beautifica tion/art; community facilities; public infrastructure/facilities ; private business assistance	N/A	N/A	N/A	N/A N/A N/A
Utility districts, Assessment Districts, Community Facilities Districts, etc.	Assessment District bonding	N/A	N/A	N/A	N/A	N/A	broad community revitalization	traffic safety; streetscape/beautifica tion/art; community facilities; public infrastructure/facilities ; private business assistance	N/A	N/A	N/A	N/A N/A N/A

	POTENTIAL FUNDING SOURCES FOR COMMUNITY PLANNING  Due Grant Total Funding Max. Award  Other Contact											
Agency	Program	Date	Type			Cycles	Purpose	Activities	Eligibility	Match	Sig Info	Info
Downtown nonprofit organization	BID/PBID	N/A	N/A	N/A	N/A	N/A	broad community revitalization	traffic safety; street- scape/beautification/a rt; community facilities; public infra- structure/facilities; private business assistance	N/A	N/A	N/A	N/A N/A N/A
A variety of agencies and non-profit organizations	Adopt-a- Programs	N/A	N/A	N/A	N/A	N/A	obtain donations from the local community and generate sense of community pride in the improvements	traffic safety; street- scape/beautification/ art; community facil- ities; public infra- structure/facilities; private business assistance	local artists	N/A	N/A	N/A N/A N/A

Caltrans Freeway and Highway Business Signing Programs (Logo and TODS programs)

# CALIFORNIA DEPARTMENT OF TRANSPORTATION



MOTORIST SERVICES INFORMATIONAL SIGNING PROGRAM

LOGOS



# WHAT IS LOGOS ABOUT?

This program was enabled by the passage of Assembly Bill 1257 in 1992. The program, commonly referred to as "Business LOGO Signing Program", is designed to direct motorists not familiar with the area to "CAMPING", "FUEL", "FOOD", and "LODGING" services at or near rural freeway interchanges.

Under the program, Caltrans will furnish, install, and maintain Motorist Services Informational Signs within the highway right of way.

There are two types of Panels: The Specific Informational Panel, which is installed on the main line of the freeway (along the lanes of the freeway), and the Supplemental Directional Panel, which is placed at the end of the off-ramp. The Supplemental Directional Panel is similar in design, but also has an arrow and shows the mileage to the business premises, to further direct the motorist.

Business LOGO signs mounted on these bluecolored panels identify the types of services available at the next rural freeway off-ramp. Panels can contain one or more types of services, for example, "FUEL/FOOD NEXT EXIT", or "CAMPING SECOND EXIT", or "LODGING NEXT EXIT". One panel can have up to six individual business LOGO signs.

# WHO QUALIFIES?

A business whose primary and principal source of revenue is from the sale of goods, products, or services which fall within the motorist service categories of "CAMPING", "FUEL", "FOOD", and "LODGING", and which in all other respects qualifies for signing under the LOGO program rules and regulations.

# WHO DO I CONTACT?

See the back of this brochure.

#### WHAT IS THE COST?

ANNUAL PERMIT FEES cover the cost of administering and processing the permit: \$100.00 for each sign, in each direction

ANNUAL RENTAL FEES cover the cost of maintaining the panel and the sign: \$250.00 for each sign, in each direction

INSTALLATION FEES cover the cost of installing the sign:

\$100.00 for main line / \$50.00 for off-ramp

SERVICE FEES cover the cost of covering, removing, reinstalling, or replacing a business logo sign:

\$100.00 for main line / \$50.00 for off-ramp

TRANSFER FEE is required for any change in ownership, for each permit: \$50.00 for each permit

A typical initial cost\* for one business LOGO sign would be:

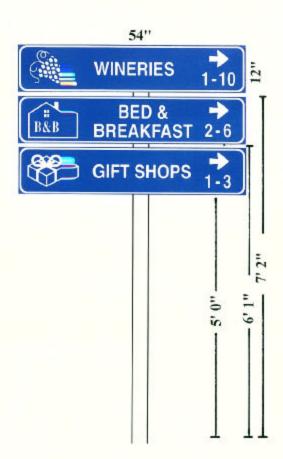
\$100.00	Annual permit fee
\$250.00	Annual rental fee
\$100.00	Installation fee
\$450.00	Minimal cost per business LOGO
	sign installation per direction

\*plus \$50.00 per Supplemental Directional Sign when, or if required

# CALIFORNIA DEPAR TMENT OF TRANSPORTATION



TOURIST ORIENTED DIRECTIONAL SIGNS



#### What is TODS?

TODS is a California sign program that was authorized by California State Legislature through the passage of State Assembly Bill 2339 in 1994. The purpose of the program is to guide "out of town" travelers to California's tourist attractions. The Bill requires that Caltrans establish and charge a fee to place and maintain these generic TODS.

# Does my business qualify?

Businesses such as wineries, gift shops, restaurants, arts and craft shops, etc... can qualify if the eligibility requirements are met.

Signs are not allowed:

- · On freeways and expressways
- · On congested highways
- · Within any city limits
- · Within areas of population exceeding 50,000
- If business is adjacent to and visible from highway
- If business has on-premise or off-premise signing

# Who do you call?

To find out if your business can qualify, it is recommended that you contact the TODS coordinator in the Caltrans district in which the sign will be installed. A list of all Caltrans districts, the counties they include and the phone numbers to call are listed on the back of this brochure.

## How much would it cost?

Signs must be fabricated and delivered to Caltrans by the applicant. No more than three TODS shall be allowed on one sign structure and no more than two sign structures shall be allowed at one intersection, one in each direction. Installation can be either of two:

# 1) Caltrans Installs the sign(s):

The cost is \$400.00 for the initial permittee and Caltrans Maintenance maintains the sign panel(s).

\$70.00 - Non-refundable eligibility fee

\$30.00 - Annual Maintenance fee per panel per direction

\$300.00 - Application Installation Fee

\$400.00 - Total TODS fee

# 2) Applicant installs the sign(s):

The cost is \$350.00 for the initial permittee

\$70.00 - Non-refundable eligibility fee

\$280.00 - Encroachment Permit Fee

\$350.00 - Total TODS fee

# WHO DO I CONTACT?

-	<b>5</b>	DISTRICT Í DEL NORTE LAKE	DISTRICT 2 SISKIYOU MODOC SHASTA
		HUMBOLDT MENDOCINO	LASSEN TEHAMA PLUMAS TRINITY
	2	DISTRICT 3 SACRAMENTO GLENN BUTTE YUBA SIERRA COLUSA SUTTER NEVADA YOLO PLACER EL DORADO	DISTRICT 4  SONOMA NAPA MARIN SOLANO  SAN FRANCISCO CONTRA COSTA  ALAMEDA SAN MATEO SANTA CLARA
	10	DISTRICT 5  SAN LUIS OBISPO SAN BENITO  SANTA CRUZ MONTEREY  SANTA BARBARA	DISTRICT 6 FRESNO TULARE KERN KINGS MADERA
	6	DISTRICT 7  LOS ANGELES VENTURA	DISTRICT 8 SAN BERNARDINO RIVERSIDE
	7 8 12 11	DISTRICT 9  MONO INVO  DISTRICT 11  SAN DIEGO IMPERIAL  DISTRICT 12  ORANGE	DISTRICT 10  STANISLAUS SAN JUAQUIN  MERCED AMADOR ALPINE  CALAVERAS TUOLUMNE MARIPOSA
	DISTRICT	ADDRESS	TELEPHONE
1.	EUREKA	1656 UNION STREET	(707) 445-6342
2.	REDDING	1657 RIVERSIDE DRIVE	(916) 225-3341
3.	MARYSVILLE	625 B STREET	(916) 741-4452
4.	OAKLAND	111 GRAND AVE	(510) 286-4420
5.	SAN LUIS OBISPO	50 HIGUERA STREET	(805) 549-3152
6.	FRESNO	1333 WEST OLIVE STREET	(209) 488-4177
7,	LOS ANGELES	120 SOUTH SPRING STREET	(213) 897-3740
8.	SAN BERNARDINO	464 W 4th STREET, San Bernardino	(909) 383-4626
	RIVERSIDE	464 W 4th STREET, San Bernardino	(909) 383-4017
9.	BISHOP	500 SOUTH MAIN STREET	(619) 872-0622
10.	STOCKTON	1976 EAST CHARTER WAY	(209) 942-6110
10.	······································		[
	SAN DIEGO	4080 TAYLOR STREET	(619) 688-6158

you may also visit our website at "http://www.dot.ca.gov/hq/traffops"

# City of Cloverdale Sketch Level Analysis April 10, 2003

# Background

In the early 1990s, the City of Cloverdale developed a Downtown Specific Plan (took about three years to complete) to respond to the future Route 101 Bypass project (opened in 1994). According to John Wanger, Cloverdale City Engineer, the bypass took about 20,000 vehicles per day from their downtown business district (Cloverdale Boulevard).

In 1995, the Cloverdale City Council approved a \$1.25 million bond to implement phase one of the Downtown Specific Plan, that included the construction of a plaza and a parking lot.

The next phase of the Downtown Specific Plan is the Cloverdale Boulevard Reconfiguration project that will start construction in late April 2003. The purpose of the Cloverdale Boulevard project is to accommodate a pedestrian friendly environment that will convert/revitalize the economy of the downtown business district. The development of the Cloverdale Boulevard project included a steering committee and extensive public participation effort (interviews, walking tour, visual preference survey, workshops, design charrettes, etc. via a consultant). Elements of the Cloverdale Boulevard project include narrowing the four existing lanes to two, operational improvements, providing downtown entries and landscaped medians, various parallel and diagonal parking, reconstruct sidewalks, street furniture, trees, and planters.

Funding for the \$4.86 million Cloverdale Boulevard project include the following sources:

- California Infrastructure Bank Loan \$2.85 mil. (Payback via Cloverdale Redevelopment Agency/property tax).
- Development Impact Fees \$200,000.
- MTC Transportation Livable Communities grant \$1 million.
- County Transportation Enhancement Act funds \$250,000.
- Caltrans Route 101 Relinquishment Funds \$280,000 (Note According to John Wanger, the City received \$280,000 from Caltrans for not improving a section of Route 101 prior to relinquishment to the City).

#### **Cloverdale Bypass Economic Development Plan (Study)**

According to Susie Leach, Cloverdale Economic Development Coordinator (707-894-1726), the City of Cloverdale contracted with Audrey Taylor ([530] 345-0364), Chabin Concepts, Inc. to develop an Economic Development Plan in 1993 for \$60,000. The Economic Development Plan was funded by a Community Development Block Grant via the county (these funds are federal/HUD funds that are passed to the California Department of Housing and Community Development (HCD) that then go to the counties/cities). These funds can be used for economic development, housing, infrastructure, etc. According to Susie, Cloverdale did the Economic Development Plan because the City was loosing jobs (one lumber mill pulled out and 500 jobs were lost), the bypass was going to occur, and because of some other local economic issues.

Dorris and Cloverdale Comparisons					
	Dorris	Cloverdale			
Population	890	7,100			
Bypass	Route 97, construction - 2004+	Route 101, completed - 1994			
ADT/PH Volume (2001)	4,500-5,300/400-470	20,000/1,500			
Truck % (2000)	50% out of Dorris and 27% within Dorris	15.8%			
Taxable sales (2001)	\$1,884,000	\$40,580,000			
Sales tax (2001)	\$136,590 (7.25%)	\$2,942,050 (7.25%)			

#### **Dorris Study Recommended**

It is recommended the City of Dorris use the <u>Caltrans Interregional Studies/SPR funds</u> to conduct a Community Economic Development Study (This recommendation is the most expeditious option).

### **Study Funding Option**

An option to the recommendation is for Dorris to apply for an HCD, State Community Development Block Grant – Planning and Technical Allocation (PTA) Grant. The Notice of Funding Availability (NOFA) for the PTA grant was recently released (the NOFA should be on HCD's web site [www.hcd.ca.gov] on 4/14/03), and the grant application submittal deadline is June 30, 2003. It is anticipated the grants will be awarded by August 1, 2003, and all PTA grants and the infrastructure related HCD grants noted below are fully funded from the United States Department of Housing and Urban Development (HUD). The PTA grant will provide a maximum of \$35,000 for an Economic Study. Also, it is possible to combine the \$35,000 PTA grant with a Community Development Block – General grant for another \$35,000 for a total of \$70,000. HCD provides the PTA funds directly to the eligible cities and counties in California, and according to Sally Verdin, HCD PTA Grant Program Coordinator ([916] 263-0461), the City of Dorris is qualified for the PTA funds.

According to Sally Verdin, the Dorris should contact (if the HCD funding option is used) and use the services of Larry Luce, Great Northern Corp. (a non-profit organization that assists rural cities like Dorris throughout Siskiyou County with grant applications, etc.), located in the City of Weed ([530] 938-4115, ext. 22...use \*8, then 22) for grant application assistance/development and processing (5% max. admin. fee). Sally said Dorris has filed for grant applications before and is familiar with the process.

#### **Post Dorris Study Recommendation**

Once the Economic Study has been completed (Caltrans or HCD funded), and if the Study's theme includes bringing business/jobs into Dorris, the City should then apply for an HCD Economic Development Allocation Grant (over-the-counter funds/open application). According to Ken Sano, HCD Economic Development Allocation Grant Program Manager ([916] 263-0474), the City of Dorris would be qualified for \$500,000 to \$800,000 annually for business infrastructure projects (i.e., sewer, water, aesthetic items, road work/ped improvements, etc.), and the person who works with Dorris for these funds is Jim Cook, Great Norhtern Corp., (530) 938-4115, ext. 18. All of the noted HCD funds originate from U.S. HUD, and HCD administers the funds to the recipients.

## **Implementation Steps**

## For SPR Study Funds and Project Implementation

- 1. Complete an SPR application.
- 2. Prepare and distribute a Community Economic Study Request for Proposals
- 3. Select consultant
- 4. Conduct Community Economic Study
- 5. Apply for an Economic Development Allocation Grant (depends on results of study)
- 6. Prepare necessary contract documents, advertise, award, and construct Economic Development Allocation Grant projects

#### For HCD Study Funds and Project Implementation

- Contact Larry Luce, Great Northern Corporation for assistance or apply directly for HCD grant
- 2. Obtain NOFA for PTA grant
- 3. Secure City Council approval for grant via resolution
- 4. Conduct a public hearing
- 5. Complete and submit PTA grant application
- 6. Prepare and distribute a Community Economic Study Request for Proposals
- 7. Select consultant
- 8. Conduct Community Economic Study
- 9. Apply for an Economic Development Allocation Grant (depends on results of study)
- 10. Prepare necessary contract documents, advertise, award, and construct Economic Development Allocation Grant projects

#### **Additional Information**

## California Technology, Trade and Commerce Agency

The California Technology, Trade and Commerce Agency has a program entitled Rural Economic Development Infrastructure Program (REDIP). The purpose of REDIP is to provide financing (via California Infrastructure and Economic Development Bank) for the construction, improvements or expansion of public infrastructure with the intent of creating jobs in rural cities and counties with an unemployment rate either equal to or above the State's average unemployment rate. Eligible projects include construction, rehabilitation, alteration, expansion, or improvement, including but not limited to sewer and water facilities, bridges, railroad spurs, water treatment plants, roads, streets, highways, and related improvements (e.g., curbs, gutters, sidewalks, traffic calming, etc.). REDIP is a low interest loan program, and the funds must be repaid (it's not a grant program). The contact person for REDIP is Roma Cristia, REDIP Manager, (916) 324-8942.

#### California Rural Development Council

The California Rural Development Council (CRDC) is a rural business cooperative service that is staffed from the California Technology, Trade and Commerce Agency. The Council has been active in policy issues concerning community assessments and in supporting economic development for rural communities. According to David Brady, Executive Director for CRDC ([916] 327-7221), the 2000 California State law that requires CRDC is still effective, but there is

no funding for staff support and the CRDC has not been very active. Also, David said the CRDC has no funding programs, it's a policy related advisory council.

# **Health and Safety Code**

The Health and Safety Code, Sections 50825-50834, regarding small cities community development block grant program is the state legislation giving authority to HCD for their community grant programs.

#### **COMMUNITY ECONOMIC PROFILE**

#### For

## **CLOVERDALE (SONOMA COUNTY) CALIFORNIA**

Prepared by the Cloverdale Chamber of Commerce January 2001

#### **LOCATION**

Cloverdale, incorporated in 1872, is 80 miles north of San Francisco (480 miles north of Los Angeles). The City is 2.7 square miles in size. The county is 1,640 square miles with 62 miles of coastal shoreline.

#### **POPULATION**

January 2001: Cloverdale - 7,152; Sonoma County 468,754

## **ECONOMIC GROWTH AND TRENDS**

	1990	1995-96	1997-98	1999-00
Population (County)	388,000	432,222	437,112	460,819
Total Taxable Retail Sales <sup>1</sup> (Co.)	3,507.6	2,856.0	3,646.0	6,017.8
Population (City)	5,000	5,596	5,669	6,787
Total Taxable Retail Sales <sup>1</sup> (City)	28.1	27.2	27.3	30.3
Occupied Dwellings (City)	1,868	2,057	2,087	2,361
School Enrollment (City)	1,328	1,483	1,748	1,581

NOTES: <sup>1</sup>In thousands of dollars.

SOURCES: U.S. Census Bureau; Association of Bay Area Governments, State Employment Development

Department, State Department of Finance, State Board of Equalization; and City of Cloverdale.

#### **CLIMATE**

### AVERAGE TEMPERATURE

RAIN

**HUMIDITY** 

Period	Min°	Mean°	Max°	Inches	Jan.	86%	July	50%
Jan.	40	51	61	23.41	Feb.	78%	Aug.	54%
Apr.	49	63	78	3.97	Mar.	73%	Sept.	56%
Jul.	54	72	90	.86	Apr.	68%	Oct.	66%
Oct.	43	55	67	16.05	May	62%	Nov.	79%
Year	47	60	74	44.29	June	60%	Dec.	76%

ELEVATION: 320' LATITUDE: 38° 49' LONGITUDE: 123°

PREVAILING WINDS: Direction: South SOURCE: Cloverdale Fire Dist./Ukiah Airport

#### TRANSPORTATION:

RAIL: Freight Train expected by late summer 2001. Passenger Excursion Train expected by Fall of 2001. Commute Rail/Cloverdale to San Rafael expected by 2006.

TRUCK: Many common carriers providing interstate and intrastate service.

OVERNIGHT DELIVERY: 1-2 day guaranteed delivery anywhere in U.S.

AIR: Small, full-service municipal airport for light planes, Sonoma County Airport 20 miles south is full-service airport providing commuter flights to San Francisco International Airport with domestic and international connections.

BUS: A city bus; Sonoma County Transit; Greyhound Bus Stop; and Amtrak connection service.

WATER: Ocean 30 miles; Barge service from Petaluma on Petaluma River to all inland ports on San Francisco Bay and the Delta.

HIGHWAYS: U.S. Highway 101 and State Highway 128 Business Routes go through center of town; Highway 101 Freeway Bypass opened April 1994 with three Interchanges serving the community.

WATER SUPPLY:

Name of Supplier: City of Cloverdale, 124 N. Cloverdale Blvd. (707) 894-2521

Maximum pumping capacity 3 million gal/day. (Raised to 4 ½ million gal/day with expansion – expected completion July 2001\*) Average consumption .775 mg/d

Source 100% wells.

Cost: Based on Tiered Rate Structure available from the City of Cloverdale.

Water Connection Charges: \$2,083 per residence; \$6,690 per acre commercial/industrial property.

\*Construction of City Water Treatment Facility with State Loan Program

#### SEWER SERVICE

Name of Supplier: City of Cloverdale Capacity of sewer plant: 8.5 million gal/day

Peak Flow: 1.0 million gal/day Sewer service charge: Yes

On what basis rated: Cleanwater Act 1.25 x water base rate

Type of treatment plant: aerobic aeration pond and chlorination, biolac system

Any facilities for non-recoverable industrial waste water: No

Sewer connection charges: \$2,041 per residence; \$7,475 per acre commercial A-D industrial use.

#### GARBAGE SERVICE

Name of Supplier: Cloverdale Disposal (800) 862-4659, PO Box 430, Cotati, CA 94928

#### STORM DRAINS & FLOOD CONTROL

Master plan of storm drains adopted: Yes

Storm Drainage Impact Fee: \$137 per residence; \$664 per acre commercial/industrial use.

#### STREET IMPROVEMENTS

Dedication Requirements: Yes, as per City Subdivision Ordinance, adopted 1989.

Improvement requirements: City of Cloverdale public improvement standards are available on request and similar in scale to other communities.

#### NATURAL GAS AND ELECTRIC POWER

Name of Supplier: Pacific Gas and Electric

For rates applicable to the City of Cloverdale contact the Geyservile office at 20880 Geyserville Ave.,

Geyserville, CA (800) 743-5000.

#### **TELEPHONE**

Name of Supplier: Pacific Bell

All Telecommunication Services Available

For rates and types of service applicable to the City of Cloverdale contact: Residential (800) 310-2355;

Business (800) 750-2355.

#### **CABLE**

Name of Supplier: AT&T Broadband (800) 436-1999, 498 Moore Lane, #D, Healdsburg, CA 95448.

#### CIVIC ADMINISTRATION

Political Party: Council members are elected on a nonpartisan at-large basis.

Form of Government: The City operates under the Council-Manager form of government. The Council consists of five members who are elected to four-year terms of office. The Council selects one Council member to act as Mayor for one-year term of office. The City Council also functions as a Redevelopment Agency. The Redevelopment Agency is currently funding a reconstruction of the Downtown, designed to make it pedestrian friendly through a Central Plaza, Public Parking Lots, walkways, etc. An Economic Development Commission was formed in 1994 to create a new City image, attracting new business, retention of existing business and marketing the community.

Attitude of Local Government: The City of Cloverdale is interested in expanding and diversifying the local economic base through the expansion of existing businesses and the location of new businesses which are compatible with the pleasant living environment within the City. The Redevelopment Agency is committed to the attraction of business to the community and has established many incentives, such as a "Business Attraction and Retention Loan Program," a "Façade Improvement Program," and an "Architectural Consultation Program."

#### GOVERNMENTAL FACILITIES – TAX AND INSURANCE RATES

All property – residential, commercial, industrial – is appraised at full market value as it existed on Jan 1 of each year, with increases limited to a maximum of 2% annually. Property created or sold since March 1, 1975 will bear full cash value as of the time created or sold, plus the 2% annual increase. The basic tax rate is \$1.00 per \$100 appraised (real cash) value plus any taxes levied to cover bonded indebtedness for county, city, school, or other taxing agencies. Appraised valuations and tax rates are published annually after July 1.

- A. Cloverdale has the general law type of government. Appraised valuation 2000-2001: \$340,229,013. County: \$33,417,241,250.
- B. Combined total industries property tax rates per \$100 assessed value. Code Area(s) 1000-1007 Total \$1,107,200 City tax rate: \$.08000 County: \$1.000 School: \$.021200 Other: \$.006000. Adjacent unincorporated area: Code Area- 6501-6506 Total tax rate \$1.027200 County Outside \$1.0000 School: \$.021200 Other: \$.006000.
- C. Combined total commercial property tax rates per \$100 assessed value. Code Area(s) 1000-1007 Total \$1,107,200 City tax rate: \$.08000 County: \$1.000 School: \$.021200 Other: \$.006000. Adjacent unincorporated area: Code Area- 6501-6506 Total tax rate \$1.027200 County Outside \$1.0000 School: \$.021200 Other: \$.006000.
- D. Retail Sales Tax: State 6.00% City/County 1.50% Total 7.50%
- E. Police Department: 8 Sworn Officers: one Chief of Police, three Sergeants, one Record Supervisor, five Dispatchers, one part-time Dispatcher, four Reserve Officers, one Community Service Officer.
- F. Fire Department: Cloverdale Fire Protection District with three full time Firemen, one part time and twenty-five Volunteers.
- G. Fire Insurance Classification: Sources of rating-Insurance Service Office. City Rating: 4. Adjacent unincorporated area: Within 5 miles of fire station: 8.
- H. Major projects authorized for improvement of city services or to adjacent unincorporated areas: Street reconstruction, sidewalks, curbs, and gutters with Transportation Development Funds.

## HOUSING AVAILABILITY, PRICES AND RENTALS

Rentals for one and two bedroom apartments and duplexes range from \$450-800 per month.

Rentals for two and three bedroom houses range from \$900-1600 per month.

The median range selling price homes in 2000 was \$250,000.00.

There are two motels with thirty-eight total rooms and four Bed and Breakfast Inns with a total of twenty-four rooms. There are five mobile home parks in the community area.

#### THE CLOVERDALE LABOR MARKET AREA

Area includes Incorporated & Unincorporated areas of greater Cloverdale. Estimated area population 9000. Estimated total employment: 2,440.

Agriculture	280	Finance/Real Estate/Insurance	58
Construction	83	Services	680
Manufacturing/Wholesale Trade	610	Government	52
Transportation/Communication/Utilities	25	Other	202
Retail Trade	450		

SOURCE: City General Plan, 1992 Update

Figures are estimates and are based on 1992 City Plan and ABAG Projections, 2000.

#### CHARACTERISTICS OF THE LABOR FORCE

Extent of unionization: Limited. Wage rates, extent of unionization, fringe benefits, and related information for specific industries and job classifications may be obtained from the State Employment Development Department at 606 Healdsburg Ave., Santa Rosa, CA 95401; or at 800 Capitol Mall, Sacramento, CA 95814.

#### MANUFACTURING EMPLOYMENT

The community area referred to below includes incorporated and unincorporated areas of greater Cloverdale. There are 18 manufacturing plants in the community area. Leading group classes of products are lumber, wine and geothermal power. Facilities include one machine shop. Major raw material resources include: steam, lumber, and gravel. The largest manufacturing firms in the community area are:

Name of Company	Employment	Products	Annual Gross
Redwood Empire Sawmills	250	Redwood lumber	\$80 Million
Shamrock Materials	12	Aggregate & Ready-Mix Concrete	\$40 Million
Calpine Corp.	35	Geothermal Development	\$48 Million
MGM Brakes	190	Air Brake Actuators/Commercial	\$36 Million
All Coast Products	51	Softwood lumber	\$21 Million
Beringer Wine Estates	166	Wine	\$53.7 Million
California Wine Company	10-24	Wine	\$1-5 Million
Reuser Inc.	10-24	Wood Fibre Products	\$1-5 Million

#### NON-MANUFACTURING EMPLOYMENT

Name of Company	Employment	Type of Business
Cloverdale Unified School District	190	Education
SunBridge Care Center	65	Convalescent Hospital
Cloverdale McDonald's	35	Restaurant
Ray's Food Place	95	Grocery
City of Cloverdale	52	Community Services
Copper Towers Medical Center	42	Medical Center
Longs Drug Store	32	Drug Store
Ace Hardware	27	Hardware Store
Exchange Bank	8	Bank

#### **COMMUNITY FACILITIES**

HEALTH: Cloverdale has two health care facilities, nine physicians/surgeons, five dentists, one chiropractor, two optometrists, one convalescent hospital and an ambulance service. A full service hospital is nearby. EDUCATION: One primary school, one secondary school, one high school and one continuation school. CULTURAL: Thirteen churches, one library, one newspaper, one radio cble system, one TV cable system, two banks, one saving & loan, five parks and four playgrounds.

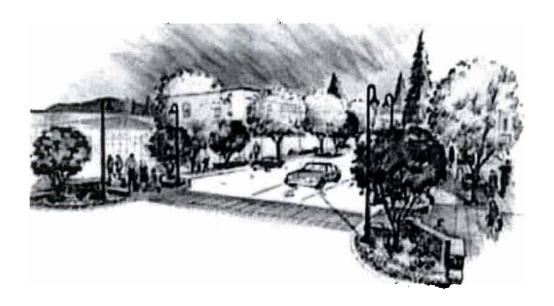
OTHER RECREATIONAL FACILITIES: River Park on Russian River, river beaches, four ballparks, tennis courts, various clubs and organizations, and a historical museum.

#### REMARKS

Surrounded by oak-studded rolling hills, Cloverdale is adjacent to the Russian River and is just 27 miles north of Santa Rosa in Northern California's beautiful wine country. Besides River Park picnics, river canoeing and fishing activities area available. Lake Sonoma offers fishing, boating, camping and hiking opportunities for the family. Within one and one-half hour's drive from Cloverdale you can relax on the historic Sonoma coast or enjoy the cultural activities of San Francisco. There are 70 wineries within a half hour drive, including the beautiful Alexander Valley and Dry Creek Valley appellations. Surrounded by the Mayacamas Mountains to the east and the Coast Range to the west, Cloverdale offers the ideal location to work and relax, away from the rush of the big city!

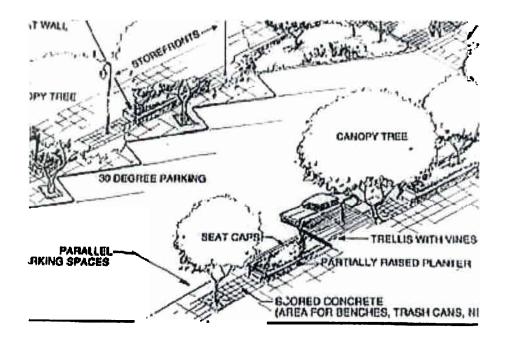
# CLOVERDALE BLVD. REDESIGN PROJECT "THE REVITALIZATION OF OUR DOWNTOWN"

# Cloverdale Boulevard



The reconfiguration of Cloverdale Blvd. is viewed as the one of the most crucial components of the Downtown Specific Plan. The reconstruction of Cloverdale Blvd. to accommodate a "pedestrian friendly" environment would serve to convert and revitalize the economy of the downtown business district. With the opening of the Highway 101 Bypass and another shopping center in the southern portion of the community, the City Council recognized the need to begin the design and engineering work for this project.

Presently, Cloverdale Blvd. is 67' in width from curb to curb, having four travel lanes, two parking lanes and a 3' wide median. The changes being designed and to be under construction by Spring 2003 include the following:



**Street Section.** The road section of Cloverdale Blvd. would be narrowed from its current configuration of a 62' wide, four travel lanes, two parallel parking lanes and median divider to a 52' wide, two travel lanes and a mix of parallel and 30 degree diagonal parking stalls. The intersection with First Street would be modified to include left turn lanes.

Project Entries and Medians: The project entries to the downtown are located along Cloverdale Blvd. at Lake Street and Third Street. Landscaped medians are proposed for the blocks before and after the entries to announce the beginning of the downtown. These two landscaped medians will redwoods and wooden trellises with grapevines to reinforce the town slogan. A large, centralized median would be constructed across from the plaza.

**Parking.** A mix of parallel and 30-degree diagonal parking is proposed. This concept plan shows approximately 79 spaces (39 parallel and 40 diagonal spaces). The current parking configuration provides 71 spaces.

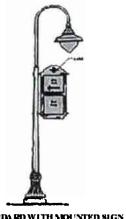
Sidewalk Widths and Treatment. The existing sidewalks will be reconstructed and increased in width from 12' to 18'. The gain in width will accommodate outdoor dining and seating, planters, street trees and furniture. A large portion of the reconstructed sidewalk would have a grid pattern and be uncolored. A smaller grid pattern of colored concrete is proposed as an accent strip between the

sidewalk planters and the intersection crosswalks.



**Planters.** The sidewalk area would feature a mix of 3' high, 1.5' and curb level planters. The raised planters would incorporate a stone or stone-like material along with concrete cap treatments.

**Street Trees.** The three median planters would feature redwoods while the sidewalk planters would have a mix of shade and accent trees.



LIGHT STANDARD WITH MOUNTED SIGN



POLE MOUNTED SIGNS

**Street Furniture.** Light fixtures, trash cans, bike racks and benches will be incorporated along the sidewalks and be the same as the styles already used in the plaza. The number of benches will be few number as the raised planters will provide numerous opportunities for seating.

Prepared by: City of Cloverdale Planning Department, 126 N. Cloverdale Blvd. Cloverdale, CA (707) 894-1701

Contact: Bruce Kibby, Community Development Director City of Cloverdale (707) 894-1701, FAX (707) 894-1721, email bkibby@ci.cloverdale.ca.us

# BACKGROUND ON COMMUNITY: NEED FOR REVITALIZATION OF DOWNTOWN

The City of Cloverdale is a small municipality with an estimated October 1997 population of 5,700 residents. Residing in the northern end of Sonoma County, Cloverdale is approximately 30 miles north of Santa Rosa and three miles south of the Mendocino County border. The town is located in the northern end of Alexander Valley, set within timbered hillsides, vineyards and the Russian River. At present, the City comprises an area of about three square miles and has a designated Sphere of Influence that extends an additional two square miles.

The town of Cloverdale is split by State Highway 101, which is generally acknowledged as the principal route for commerce on the North Coast. Over the years, the commercial district of Cloverdale has expanded along the corridor of Highway 101. The majority of commercial uses were those which catered to the traveling public such as fast food restaurants, motels, gas service stations, and convenience stores. However, the downtown district, which is defined in a five-block area, features a higher proportion of retail shops, personal service businesses and professional office space.

# ADOPTION OF A VISION OF THE DOWNTOWN DISTRICT: THE DOWNTOWN SPECIFIC PLAN

The State of California opened a Bypass of State Highway 101 in 1994, after which non-local traffic was diverted around the downtown business district. In response to concerns with the Highway 101 Bypass, the loss of non-local traffic and recognized need to revitalize the downtown. a "Downtown Specific Plan" was

adopted by the City of Cloverdale in November 1990. The Plan contains a specific implementation strategy aimed at revitalizing the downtown area through improvements in streetscape, architectural style, landscaping, parking, infrastructure and land use. Conceptual plans were produced for streetscaping Cloverdale Blvd. and First Street, but it was assumed that additional design work may further improve upon, or change such concepts. The Plan was the product of over a year of effort, involving public workshops, tours, hearings and study sessions with the public, an advisory committee, the Planning Commission and City Council.

In December, 1991, the City began to implement their Downtown Specific Plan. The design and engineering work was initiated for certain projects outlined in the Downtown Plan or what become known as "Phase I" of the Downtown Improvement Program. Phase I consisted of a downtown plaza, two public parking lots with connecting walkways and a streetscape program for First Street. Two citizen committees were formed to assist in this effort and provided the City with their recommendations. The Committees reached agreement on a menu of streetscaping elements for the downtown such as lighting standards, benches, special pedestrian paving, trash receptacles, street trees and bike racks. The Committees forwarded their recommendation on the design of the Phase I projects to the City Council in early 1992.

In April 1995, the City Council, acting in their capacity as the City Redevelopment Agency, issued a \$1,250,000 bond for the purpose of financing the downtown improvements which had been designed in the "Phase I" program. The Council prioritized which of the Phase I projects would be constructed with these funds. The City Council ranked the downtown plaza and the purchase and improvement of one public parking lot (i.e. Bank of America lot) as their highest priorities and directed staff to pursue the construction of these projects. On May 31, 1996, the Cloverdale Downtown Plaza was opened to the public amid a community-wide celebration. In November 1996, the City opened its first publicly owned parking lot for use in the downtown district.

# RECONFIGURATION OF CLOVERDALE BLVD. BECOMES HIGHEST PRIORITY

The reconfiguration of Cloverdale Blvd. is viewed as the one of the most crucial components of the Downtown Specific Plan. The reconstruction of Cloverdale Blvd. to accommodate a "pedestrian friendly" environment would serve to convert and revitalize the economy of the downtown business district. With the opening of the

Highway 101 Bypass and another shopping center in the southern portion of the community, the City Council recognized the need to begin the design and engineering work for this project.

Presently, Cloverdale Blvd. is 67' in width from curb to curb, having four travel lanes, two parking lanes and a 3' wide median. The Downtown Specific Plan had proposed a "conceptual" design for Cloverdale Blvd. which featured removal of the median, widening of the sidewalks, diagonal parking, and landscape islands. This "conceptual" design of Cloverdale Blvd. was discussed as a preferred alternative in 1991, but it did not undergo any additional review or formal acceptance by the City. Additionally, given the limited amount of engineering available for Cloverdale Blvd. at the time, the design was not evaluated as to its true cost or consistency with any utility plans.

In June of 1997, the Council directed that monies be setaside in fiscal years 97-98 and 98-99 to fund the design and engineering work for redesigning Cloverdale Blvd. pursuant to the goals of the Downtown Specific Plan. On August 13, the City Council endorsed a preliminary work program for redesigning Cloverdale Blvd... including an approach on how the City can gain public input and consensus on such a project. In October 1997, the City Council adopted a finalized work program, work schedule, organizational chart and created a "Steering Committee". The Steering Committee was charged with reviewing the design plans for reconfiguring Cloverdale Blvd. from Lake Street to Third Street and recommending a preferred option to the City Council. The Steering Committee would have seven (7) members; three (3) downtown merchants and/or downtown property owners, two (2) members from the public-at-large, and one (1) member from the Planning Commission and one (1) member from the City Council.

The City Council determined that the redesign project should encompass the stretch of Cloverdale Blvd. from Lake Street to Third Street. This 1350 lineal feet section of Cloverdale Blvd. was shown in the "Downtown Specific Plan" as the true "center" of the downtown and, correspondingly, had the most significant level of improvements. The work program endorsed by the City Council incorporates a significant amount of engineering and specialized studies at the beginning of the project, prior to the undertaking of any true design efforts. This level of upfront engineering and field studies will serve to identify and minimize any conflicts with the placement of utilities or in locating contaminated soil. On February 25, 1998, the City selected the firm of RRM Design Group to conduct an intensive public participation process and seek the

consensus of the community for redesigning this 1350' section of Cloverdale Blvd.

# PUBLIC PARTICIPATION PROCESS FOR DESIGNING CLOVERDALE BLVD.

From March 1998 to November 1999, the consultant and City staff worked to gaining the consensus of the community for redesigning Cloverdale Blvd. Since Cloverdale Blvd. is not only an important element of our Downtown Business District, but serves as the community and cultural center for Cloverdale, the public participation process for this project involved contacting all downtown property owners, merchants, social organizations, schools, and interested citizens. Some the major tasks and milestones of this public participation process were as follows:

- 1. Interviews with over 100 "stakeholders" were held on March 18 and 19 to obtain their opinions and preferences about redesigning Cloverdale Blvd. The stakeholders consisted of leaders in government, business, education and social programs.
- 2. A downtown "walking tour" was held on March 28 which was open to all citizens to encourage their opinions about the downtown.
- 3. A "Visual Preference Survey" or camera survey was conducted by over 30 stakeholders who were asked to photograph their "likes" and "dislikes" of a downtown district.
- 4. A public workshop termed a "Design Charratte" was held on June 29 for the purpose of generating and drawing up community ideas for the design of Cloverdale Blvd.
- 5. A second public workshop was held on August 31 in which three (3) design alternatives of Cloverdale Blvd. were unveiled. The community was asked to evaluate the three alternatives and state their preferences for the design of Cloverdale Blvd.
- 6. A third public workshop was held on October 26 in which the "Preferred Design" alternative for Cloverdale Blvd. was presented. The community was requested to evaluate this "Preferred Design"

alternative and provide their comments and suggestions. The comments obtained at the October 26 workshop was used to finalize this "preferred" design of Cloverdale Blvd. and allow it to be forwarded to the City Council for their review and action.

7. A Steering Committee had been formed by the City Council on February 25, 1998. The Committee met on a bi-weekly basis throughout the process to further refine the design of Cloverdale Blvd. and develop ways to obtain additional public input.

On November 18, 1998, the Steering Committee for the Cloverdale Blvd. Redesign Project was unanimous in their support for a "Preferred Alternative" for redesigning the streetscape of Cloverdale Blvd. The "Preferred Alternative" is a streetscape design for Cloverdale Blvd. extending from Third Street to Lake Street and features a narrowing of the street to two lanes and a widening of the sidewalks, a mix of parallel and diagonal parking, the infusion of large shade trees and raised planters, and the addition of street furniture. To develop this new design for Cloverdale Blvd., our consultant relied on the direction of the Steering Committee and the following factors; 1) condition of utilities within Cloverdale Blvd. and future traffic demands, 2) the opinions and preferences of the community, and, 3) the ideas and plans generated by the community at the June 29, August 31 and October 26, 1998 workshops.

On February 10, 1998, the City Council endorsed the "Preferred Alternative" by resolution and directed staff to pursue the development of this project.

## **ELEMENTS OF CONCEPT PLAN**

Some of the elements of the "Concept Plan" endorsed by the Steering Committee include:

**Street Section.** The road section of Cloverdale Blvd. would be narrowed from its current configuration of a 62' wide, four travel lanes, two parallel parking lanes and median divider to a 52' wide, two travel lanes and a mix of parallel and 30 degree diagonal parking stalls. The intersection with First Street would be modified to include left turn lanes.

Project Entries and Medians: The project entries to the downtown

are located along Cloverdale Blvd. at Lake Street and Third Street. Landscaped medians are proposed for the blocks before and after the entries to announce the beginning of the downtown. These two landscaped medians will redwoods and wooden trellises with grapevines to reinforce the town slogan. A large, centralized median would be constructed across from the plaza.

**Parking.** A mix of parallel and 30-degree diagonal parking is proposed. This concept plan shows approximately 79 spaces (39 parallel and 40 diagonal spaces). The current parking configuration provides 71 spaces.

Sidewalk Widths and Treatment. The existing sidewalks will be reconstructed and increased in width from 12' to 18'. The gain in width will accommodate outdoor dining and seating, planters, street trees and furniture. A large portion of the reconstructed sidewalk would have a grid pattern and be uncolored. A smaller grid pattern of colored concrete is proposed as an accent strip between the sidewalk planters and the intersection crosswalks.

**Planters.** The sidewalk area would feature a mix of 3' high, 1.5' and curb level planters. The raised planters would incorporate a stone or stone-like material along with concrete cap treatments.

**Street Trees.** The three median planters would feature redwoods while the sidewalk planters would have a mix of shade and accent trees.

**Street Furniture.** Light fixtures, trash cans, bike racks and benches will be incorporated along the sidewalks and be the same as the styles already used in the plaza. The number of benches will be few number as the raised planters will provide numerous opportunities for seating

Prepared by: City of Cloverdale Planning Department, 126 N. Cloverdale Blvd. Cloverdale, CA (707) 894-1701

Contact: Bruce Kibby, Community Development Director City of Cloverdale (707) 894-1701, FAX (707) 894-1721, email bkibby@ci.cloverdale.ca.us

# **Frequently Asked Questions:**

# Q: What is the Cloverdale Blvd. Redesign Project?

A: The reconfiguration of the Blvd. is one of the most crucial components of the Downtown Specific Plan. The reconstruction to accommodate a "pedestrian friendly" environment will serve to convert and revitalize the economy of the downtown business district.

# Q: What will the redesign project cover?

A: The redesign includes Cloverdale Blvd. from Lake Street to Fourth Street. The redesign will narrow the Blvd. from its current width of 67', having four travel lanes and a 3' wide median to two traffic lanes, wider sidewalks and no median.

# Q: Have the opinions of the public been considered?

A: Yes. In October 1997, the City Council appointed a Steering Committee to review options and make recommendations. From March 1998 to November 1999, the City also embarked on gaining the consensus of the community on a preferred design for Cloverdale Blvd. through interviews, surveys, walking tours and conducting a series of workshops. In February 1998, the City Council endorsed the "Preferred Alternative" by resolution and directed staff to pursue the development of this project.

## Q: How will the project be paid for ?

**A**: The City will pay for the project by a combination of loans and grants.

**A:** The City Redevelopment Agency will finance the majority of the project.

# Q: When will construction begin?

A: Construction is scheduled to begin spring of 2003.

# Q: Will the Plaza, adjacent streets and the Blvd. remain open?

A: Yes. Though the construction sequencing is still under evaluation, all businesses will have pedestrian access with temporary sidewalks. Portions of the Blvd. will remain open to vehicular traffic.

### Q: Will everything be under construction at the same time?

A: No. The construction will be done in phases. The City has established one-on-one contact with adjacent businesses to minimize construction impacts and maintain access.

#### Q: What about access to businesses?

A: Everything possible will be done to ensure access to businesses. There may be short periods of time when workers or equipment are in front of doorways. The City will be working with each business owner to insure both pedestrian and vehicular access is available.

# Q: Will I be able to shop, dine and take a stroll in the area during construction?

A: Yes. Although the Blvd. will be in construction mode during this time, enhanced signage will encourage continued patronage during construction.

#### Q: Where can I get more information?

A: Call the Cloverdale Building and Planning Department at 894-1701or the Chamber of Commerce at 894-4470.

#### **Contact:**

City of Cloverdale Planning Department, 126 N. Cloverdale Blvd. Cloverdale, CA (707) 894-1701

Contact: Bruce Kibby, Community Development Director City of Cloverdale (707) 894-1701, FAX (707) 894-1721, email bkibby@ci.cloverdale.ca.us

# Goals:

# The Project's Goals:

The reconstruction will create a "pedestrian friendly" environment and will serve to revitalize the economy of the downtown business district. The goal is to maintain our Downtown as the business, social and cultural hub of our community.

# MAJOR OBJECTIVES OF CITY FOR COMPLETING PROJECT

- 1) BUILD PROJECT IN ACCORDANCE WITH COMMUNITY DESIGN
- 2) MAINTAIN CONSTANT COMMUNICATION WITH STAKEHOLDERS
- 3) INSURE CONSTRUCTION BUDGET IS WITHIN PREVIOUSLY AGREED UPON OBLIGATION TO THE CITY'S REDEVELOPMENT AGENCY
- 4) HAVE ALL ISSUES FULLY ADDRESSED RELATIVE TO ENGINEERING, SOIL REMEDIATION, PROCUREMENT OF FINANCING SOURCES AND RIGHT-OF-WAY ACQUISTION PRIOR TO RELEASING BID DOCUMENTS
- 5) AVOID SCENARIOS WHERE PROJECT WOULD BE SUBJECT TO EXCESSIVE COSTS OR CONSTRUCTION DELAYS (such as winter construction or favorable bidding climate)

# **Benefits**

- Preservation, beautification and revitalization of Downtown
- Creating Downtown as the focal point of our community
- Increased parking for visitors and customers
- Enhanced landscaping and street trees = shade.
- Addition of street furniture such as benches, bike racks, lighting, trash cans & drinking fountains
- Increased width of sidewalks will provide additional outdoor dining opportunities
- Improved lighting of sidewalk areas
- Reconstruction of sidewalks to meet standards of American Disabilities Act (ADA)

# Schedule

Date	Work Task
March 2001	Agency finalizes scheduling of project; Determines 2001/2002 construction sequence and/or alternatives*
April 2001	Winzler and Kelly submits final set of engineering plans and construction documents
April 2001	City retains services of Right-of-Way Agent
May 2001	Agency conducts study session on final design of project*
June 2001	State finalizes NEPA Environmental Assessments for Main Street and Cloverdale Blvd. Redesign Projects
June 2001	City finalizes financing source for project (CIEDB Loan, ABAG Bond, City Redevelopment Agency, etc.)
September 2001	City obtains Right-of-way from private property owners to improve sidewalk and entry areas
September 2001	City obtains Cal-Trans Clearances required for grant funds
August 2001	City selects contractor for Summer 2001 projects*
September to October 2001	City completes public improvement projects on Main Street/Lake Street to minimize Blvd. impacts*
February 2003	City releases Blvd. Project for competitive bid to contractors
March 2003	City selects contractor for project*
April to May 2003	City directs contractor to proceed. Construction begins
May to October 2003	Contractor commences with, and completes project*

<sup>\*</sup>Indicates the City would be notifying property owners, merchants and adjoining residents of project status and upcoming construction work through direct mailers, newsreleases and neighborhood meetings.